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PATENT  
Attorney Docket No.: SRCH-00101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	) Group Art Unit: 3622
Eduardo F. Llach	) Examiner:
Serial No.: 10/767,050	)
Filed: January 28, 2004	) <b><u>TRANSMITTAL LETTER</u></b>
For: <b>SYSTEM FOR AUTOMATICALLY</b>	) 162 N. Wolfe Road
<b>SELLING AND PURCHASING</b>	) Sunnyvale, CA 94086
<b>HIGHLY TARGETED AND</b>	) (408) 530-9700
<b>DYNAMIC ADVERTISING</b>	)
<b>IMPRESSIONS USING A</b>	) Customer No. 28960
<b>MIXTURE OF PRICE METRICS</b>	)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Enclosed please find an Supplemental Information Disclosure Statement, Form PTO-1449, including copies of the references contained thereon for filing in the U.S. Patent and Trademark Office.

The Commissioner is hereby authorized to charge any additional fee or credit overpayment to our Deposit Account No. 08-1275. **An originally executed duplicate of this transmittal is enclosed for this purpose.**

Respectfully submitted,  
HAVERSTOCK & OWENS LLP

Dated: April 13, 2005

By: Jonathan O. Owens  
Jonathan O. Owens  
Reg. No.: 37,902

CERTIFICATE OF MAILING (37 CFR§ 1.3(a))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

HAVERSTOCK & OWENS LLP.

Date: 4-13-05 By: Jonathan O. Owens

Attorneys for Applicant



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Attorney Docket No.: SRCH-00101

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In re Application of:	)	Group Art Unit: 3622
	)	
Eduardo F. Llach	)	Examiner:
	)	
Serial No.: 10/767,050	)	
	)	
Filed: January 28, 2004	)	<b><u>CERTIFICATION FOR</u></b>
	)	<b><u>SUPPLEMENTAL INFORMATION</u></b>
	)	<b><u>DISCLOSURE STATEMENT UNDER 37</u></b>
For: <b>SYSTEM FOR AUTOMATICALLY</b>	)	<b><u>CFR § 1.97(e)</u></b>
<b>SELLING AND PURCHASING</b>	)	
<b>HIGHLY TARGETED AND</b>	)	162 North Wolfe Road
<b>DYNAMIC ADVERTISING</b>	)	Sunnyvale, CA 94086
<b>IMPRESSIONS USING A</b>	)	
<b>MIXTURE OF PRICE METRICS</b>	)	(408) 530-9700

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This certification is being made for the Supplemental Information Disclosure Statement accompanying this certification.

**Certification**

I hereby certify that the attached three (3) references contained in this information disclosure statement were cited within an International Search Report (ISR) mailed on February 24, 2005. **Accordingly, the references contained in the supplemental information disclosure statement were cited in a communication from a foreign patent office in a counterpart application not more than three months prior to the filing of the statement. 37 C.F.R. 1.97(e)(1).**

**Identification of Person Making Certification**

The person making this certification is the attorney who signs below on the basis of the information in the attorney's file.

Respectfully submitted,  
HAVERSTOCK & OWENS LLP

Dated: April 13, 2005

By: Jonathan O. Owens  
Jonathan O. Owens  
Reg. No.: 37,902

Attorneys for Applicants

**CERTIFICATE OF MAILING (37 CFR § 1.8(a))**

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

HAVERSTOCK & OWENS LLP.

Date: 4-13-05 By: John D. Roman



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Eduardo F. Llach	)	Examiner:
Serial No.: 10/767,050	)	<b><u>SUPPLEMENTAL INFORMATION</u></b>
Filed: January 28, 2004	)	<b><u>DISCLOSURE STATEMENT</u></b>
For: <b>SYSTEM FOR AUTOMATICALLY SELLING AND PURCHASING HIGHLY TARGETED AND DYNAMIC ADVERTISING IMPRESSIONS USING A MIXTURE OF PRICE METRICS</b>	)	162 N. Wolfe Road Sunnyvale, CA 94086 (408) 530-9700
	)	Customer No. 28960

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The citations listed below, copies attached, may be material to the examination of the above-identified application, and are therefore submitted in compliance with the duty of disclosure defined in 37 C.F.R. §§ 1.56 and 1.97. The Examiner is requested to make these citations of official record in this application.

- U.S. Patent No. 5,490,060;
- U.S. Patent No. 6,182,050 B1; and
- U.S. Patent No. 6,571,279 B1.

This Supplemental Information Disclosure Statement under 37 C.F.R. §§ 1.56 and 1.97 is not to be construed as a representation that a search has been made, that additional information material to the examination of this application does not exist, or that anyone or more of these citations constitutes prior art.

Respectfully submitted,  
HAVERSTOCK & OWENS LLP

Dated: April 13, 2005

By: Jonathan O. Owens  
Jonathan O. Owens  
Reg. No.: 37,902  
Attorneys for Applicant

CERTIFICATE OF MAILING (37 CFR § 1.5(c))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

HAVERSTOCK & OWENS LLP.

Date: 4-13-05 By: Jonathan O. Owens

FORM PTO-1449  
(Modified)U.S. Department of Commerce  
Patent and Trademark Office

Attorney Docket No.: SRCH-00101

Serial No.: 10/767,050

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use Separate Sheets If Necessary)

Applicant: Eduardo F. Llach

Filing Date: January 28, 2004

Group Art Unit: 3622

(37 CFR § 1.98(b))

## U.S. PATENT DOCUMENTS

Examiner Initials		Serial / Patent Number	Issue Date	Applicant / Patentee	Class	Subclass	Filing Date
	AA	5,490,060	02/06/96	Malec et al.	364	401	11/13/90
	AB	6,182,050 B1	01/30/01	Ballard	705	14	05/28/98
	AC	6,571,279 B1	05/27/03	Herz et al.	709	217	05/19/99
	AD						
	AE						
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						
	AL						
	AM						
	AN						
	AO						

## FOREIGN PATENTS OR PUBLISHED FOREIGN PATENT APPLICATIONS

		Document Number	Publication Date	Country / Patent Office	Class	Subclass	Translation	
							Yes	No
	AP							
	AQ							
	AR							
	AS							
	AT							

## OTHER DOCUMENTS (Including Author, Title, Date, Relevant Pages, Place of Publication)

	AU	
	AV	
	AW	
	AX	
	AY	
	AZ	
	BA	
	BB	
	BC	

Examiner:

Date Considered:

EXAMINER:

Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.